



BUILD BETTER SITES MASTERCLASS

Schedule

WEEK 01 | LAY THE FOUNDATION

DATE & TIME:

Friday, February 15, 2019
1:00 PM - 5:00 PM
Hera Hub San Diego

TOPICS:

Initial Website Setup
Basic Branding & Design
Defining Target Audience

ONLINE Q&A

WEBSITE:

Mondays
10:00-11:00 AM

Wednesday
4:00-5:00 PM

WEEK 02 | CONTENT & BRANDING

DATE & TIME:

Friday, February 22, 2019
1:00 PM - 5:00 PM
Hera Hub San Diego

TOPICS:

Homepage Layout
Images & Optimization
Content Creation

SEO:

Tuesday
8:00-9:00 PM

Thursday
12:00-1:00 PM

WEEK 03 | BUILD & CREATE

DATE & TIME:

Friday, March 1, 2019
1:00 PM - 5:00 PM
Hera Hub San Diego

TOPICS:

Setting the Theme
Page Building
SEO Application

BRANDING:

Friday
10:00-11:00 AM

WEEK 04 | FINALIZE & LAUNCH

DATE & TIME:

Friday, March 8, 2019
1:00 PM - 5:00 PM
Hera Hub San Diego

TOPICS:

Mobile Responsiveness
Traffic & Reviews
Go Live Steps

ALL CLASS & ONLINE
Q&A TIMES LISTED
ARE PACIFIC TIME.

ONLINE Q&A CHAT
DETAILS WILL BE
PROVIDED IN CLASS.